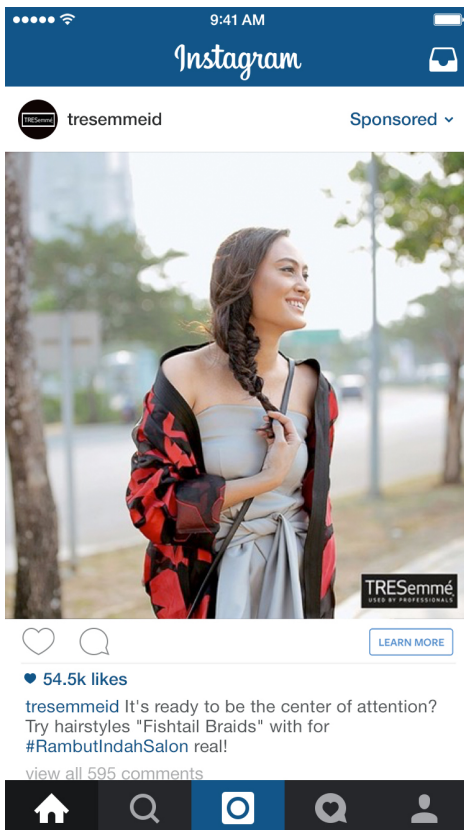


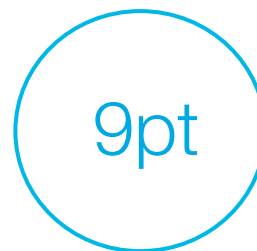
TRESemmé

Turning Heads in Indonesia

The haircare brand created a stunning suite of images for its Instagram ads to appeal to fashion-conscious women in Indonesia.



lift in ad recall



lift in campaign awareness



people reached

STORY

Salon-gorgeous

TRESemmé is a global haircare brand that helps people achieve salon-standard hair every day at home, without the associated price tag.

GOAL

Effortless style for everyone, every day

TRESemmé wanted to inspire Indonesian women and use visual cues to reinforce its “salon-gorgeous hair every day” brand promise, while tackling a misperception that it’s too expensive and premium for its target audience.

SOLUTION

City chic content

Instead of using traditional studio photography, TRESemmé invested in tailor-made visual content for its Instagram ads to help challenge the misperception about affordability. Its street style photography blended naturally into people’s Instagram feeds and resonated with its younger female target audience.

The creative showed Indonesian models rocking a variety of polished looks and wearing their hair in an array of fashion-forward styles, from fishtail braids to bouncy, just-had-a-blow-dry curls. The copy gave women fashion pointers and the #RambutIndahSalon hashtag positioned TRESemmé as a brand that can help women complete their look with salon-worthy hair.

From September 17 – November 30, 2015, TRESemmé reached 4.9 million people in Indonesia with its Instagram ads and achieved a particularly high 9-point lift in campaign awareness among its target audience.

“We’ve added Instagram to our marketing mix across many of our Unilever brands, and the results have been promising. We were delighted that TRESemmé was one of the pioneer brands on Instagram in Indonesia. The campaign demonstrated the importance of balancing reach and exposure with the right creative to effectively communicate a key brand message.”

Eka Sugiarto
Media Head
Unilever Indonesia